

TIMMERMAN PLAZA

GENERAL PLAN PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT (THE "STATEMENT")

Gatlin Development Co., Inc. ("Gatlin") has contracted to purchase significant portions of the Timmerman Plaza Shopping Center, including the former JC Penney anchor store, all in the 5th Aldermanic District of the City of Milwaukee, Wisconsin. Gatlin's contracted parcels include: (i) 10202 West Silver Spring Drive; (ii) 10316 West Silver Spring Drive; (iii) 10426 West Silver Spring Drive; and (iv) 10223 West Appleton Avenue, having a combined gross land area of approximately 24.27 acres (collectively, the "Site"). The Site is legally described on the attached Exhibit A.

The Site is ripe for redevelopment. Currently, approximately 83 percent of the existing store buildings are vacant, as depicted in red on the Detailed Vacancy Plan submitted with this Statement.

Gatlin seeks to redevelop the Site consistent with the Northwest Side Area Plan (the "Plan"). The Plan touts the Northwest Side as an area of "transition from the urban character of Milwaukee to the suburban nature of surrounding communities." The Plan refers to the Northwest Side as "Milwaukee's suburb in the City" with "land patterns that are typical of suburban communities" and "uses that are dependent on the automobile." Gatlin strives to achieve the following planning goals and objectives of the Plan:

- Create a successful retail destination that utilizes existing commercial land and infrastructure.
- Enhance the marketability of the commercial district to promote economic stability and growth.
- Encourage interaction of green space within the redevelopment area.
- Improve interconnectivity and linkages to the Oak Leaf Trail System.
- Make walking safe, attractive and convenient.

More specifically, Gatlin intends to (a) tear down the existing vacated JC Penney building, (b) build a new approximately 148,000 square foot retail building, (c) redesign, rebuild and landscape parking areas, and (d) retain and redevelop several existing retail tenant spaces on the Site. This Statement addresses the overall project that Gatlin intends to undertake and supplements the General Planned Development application submitted by Gatlin for the Site.

1. Uses. Permitted uses at the Site will remain consistent with the permitted uses under the Local Business District 1 (LB1) zoning in effect on the date of this

Statement and as the same may be expanded (but not limited) in the future. Specifically, the following permitted uses are contemplated to be continued or implemented:

- banks or other financial institutions,
- currency exchanges or payday loans,
- general retail establishments,
- garden supply or landscaping centers,
- personal services,
- business services,
- dry cleaning establishments,
- motor vehicle repair facilities;
- sit down/fast food/carryout restaurants,
- drive-through facilities;
- indoor recreation facilities; and
- related ancillary and accessory uses.

Unless authorized by subsequent amendment or minor modification, hours that any establishment may be open to the public shall be restricted between 6 a.m. to midnight, except that 24 hour retail sales are authorized on the day after Thanksgiving (Black Friday) each year.

2. Design Standards. The following design standards and objectives described in the recommendation for "Timmerman Plaza, Option 1" in the Plan will be addressed:

- Improving land value.
- Improving the character of the Site.
- Landscaping parking lots and separating parking lots into smaller sections with pedestrian walkways.
- Improving facades of existing commercial buildings.
- Creating landscape features along the edge of the Site.

Unarticulated walls in new buildings facing Silver Spring shall not be permitted. Upgraded building materials such as decorative masonry and block, brick, stone, glass, architecturally finished metal cladding and architectural pre-cast panels shall be encouraged. Mechanical units and loading areas shall be screened from public view.

In addition, the new anchor building replacing the existing vacant JC Penney building will incorporate sustainable features such as: a daylight harvesting system, occupancy sensors in non-sales areas, energy saving light emitting diodes (LEDs) in signs and refrigerated food cases, a centralized energy management system, a "white" membrane roof and recycling of metals, woods, floor and ceiling tiles, concretes, asphalt and other materials generated during demolition and construction. The proposed design elements and standards for the Site will be reflected in all plans submitted for the Site.

3. Density. The 173,318 square foot vacant JC Penney building will be replaced by an approximately 148,000 square foot new building, resulting in a reduction in overall building square footage at the Site.

4. Space Between Structures. Spaces between structures are depicted on the Site Plan included with this Statement. In no event shall spaces between structures be less than that required by applicable provisions of the City's current building code.

5. Setbacks. Setbacks are depicted on the Site Plan, and setback areas will be landscaped consistent with the landscaping standards described herein.

6. Screening. As depicted on the Site Plan and described below, a greenspace buffer will be maintained along the perimeter of the Site. In addition, the loading area for the new anchor building will be screened from the north by landscaped areas and a stormwater management pond.

7. Open Spaces. As described above, the overall decrease in the Site's density will provide greater open space. Open space areas other than drive aisles and parking areas will be landscaped consistent with the landscaping standards described below.

8. Circulation, Parking and Loading. Vehicular and pedestrian access will be provided to and from the Site primarily off of West Silver Spring Drive. Truck traffic will be encouraged to access the Site from West Appleton Avenue. In addition, the Site will be improved with direct access to and from the Oak Leaf Trail bike path on the Site's western boundary. Bike racks will be located near the entrance of the new anchor building.

At least 3.0 parking spaces per 1,000 building square feet, but not more than 5.0 parking spaces per 1,000 building square feet, shall be maintained at the Site consistent with the Site Plan. Shared parking areas shall be encouraged. Each retail space of 10,000 square feet or greater shall be serviced by at least one loading space. All loading activities will occur on-Site outside of public rights of way.

9. Landscaping. As generally depicted on the Site Plan and Preliminary Landscape Plan included with this Statement, the proposed redevelopment of the Site includes landscaped setback areas and the addition of more than 40,000 square feet of landscaping within the parking areas. The Preliminary Landscape Plan for the Site generally depicts the location, number, size and type of proposed plantings. Landscaped areas for the entire Site will increase by approximately 2.5 acres. All proposed vegetation will be of a quality consistent with the standards of the American Association of Nurserymen and will be maintained on an on-going basis. To the extent possible, the following landscape standards shall be addressed:

- Maintain at least a 5 foot wide perimeter landscape strip around edges of the entire shopping center, whenever feasible.
- Articulate main drive aisles with landscaped curbed islands.
- Incorporate interior landscaped curbed islands, including deciduous trees, into surface parking lots.

It bears noting that Gatlin is not authorized to upgrade areas in the parking lot delineated "Pick N Save Easement Area" without Pick N Save's approval. At this point, Pick N Save has not approved of any parking lot upgrades in their easement area.

10. Lighting. Lighting at the Site will comply with applicable City codes and ordinances. All lighting shall minimize glare onto adjoining properties and shall not be intermittent. Light poles within parking areas may not exceed 30 feet in height. Lower height pedestrian lighting shall be encouraged along pedestrian walkways.

11. Utilities. All new utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.

12. Signs and Sign Illumination. All signage at the Site will be consistent with a community-based retail and commercial development. Existing signs, including existing pylon signs may remain in place, but pylon signs shall be converted to monument signs when redeveloped. New freestanding monument signs may be located at main vehicular entrances to the Site. Up to 60 square feet of sign area shall be permitted for every 25 feet of lineal building foot. Additional directional and way-finding signage may be permitted as recommended by City staff.

Minor modifications may occur to the plans included with this Statement.

EXHIBIT A

Legal Description

A DIVISION OF CSM 3763, CSM 5534, CSM 3128 AND CSM 4065 BEING A PART OF THE SW $\frac{1}{4}$, SE $\frac{1}{4}$, NW $\frac{1}{4}$ AND THE NE $\frac{1}{4}$ OF THE SW $\frac{1}{4}$ OF SECTION 29, T 8 N, R 21 E, IN THE CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN, WHICH IS BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF THE SW $\frac{1}{4}$ OF SAID SECTION 29; THENCE NORTH $88^{\circ}09'00''$ EAST ALONG THE SOUTH LINE OF SAID $\frac{1}{4}$ SECTION 798.28 FEET TO A POINT; THENCE NORTH $01^{\circ}51'00''$ WEST 60.00 FEET TO A POINT ON THE NORTH LINE OF WEST SILVER SPRING DRIVE AND THE POINT OF BEGINNING OF THE LAND TO BE DESCRIBED; THENCE CONTINUING NORTH $01^{\circ}51'00''$ WEST 215.00 FEET TO A POINT; THENCE NORTH $58^{\circ}08'50''$ WEST 297.88 FEET TO A POINT; THENCE SOUTHWESTERLY 63.30 FEET ALONG THE ARC OF A CURVE WHOSE CENTER IS TO THE NORTH, WHOSE RADIUS IS 50.00 FEET AND WHOSE CHORD BEARS SOUTH $85^{\circ}34'57''$ WEST 59.16 FEET TO A POINT; THENCE NORTH $58^{\circ}08'50''$ WEST 90.00 FEET TO A POINT; THENCE NORTH $31^{\circ}51'10''$ EAST 1039.85 FEET TO A POINT ON THE SOUTHERLY LINE OF THE CHICAGO, NORTHWESTERN TRANSPORTATION COMPANY RAILROAD RIGHT OF WAY; THENCE NORTH $75^{\circ}36'00''$ EAST ALONG SAID RAILROAD RIGHT OF WAY LINE 377.32 FEET TO A POINT; THENCE SOUTH $45^{\circ}33'30''$ EAST 350.12 FEET TO A POINT; THENCE SOUTH $44^{\circ}26'30''$ WEST 157.12 FEET TO A POINT; THENCE SOUTH $31^{\circ}55'42''$ EAST 639.05 FEET TO A POINT; THENCE SOUTH $88^{\circ}09'00''$ WEST AND PARALLEL WITH THE SOUTH LINE OF SAID $\frac{1}{4}$ SECTION 352.13 FEET TO A POINT; THENCE SOUTH $01^{\circ}51'00''$ EAST 460.00 FEET TO A POINT ON THE NORTH LINE OF WEST SILVER SPRING DRIVE; THENCE SOUTH $88^{\circ}09'00''$ WEST ALONG SAID NORTH LINE AND PARALLEL WITH SOUTH LINE OF SAID $\frac{1}{4}$ SECTION 325.00 TO A POINT; THENCE NORTH $27^{\circ}41'20''$ EAST 34.48 FEET TO A POINT; THENCE NORTH $01^{\circ}51'00''$ WEST 150.00 FEET TO A POINT; THENCE SOUTH $88^{\circ}09'00''$ WEST AND PARALLEL WITH THE SOUTH LINE OF SAID $\frac{1}{4}$ SECTION 330.00 FEET TO A POINT; THENCE SOUTH $01^{\circ}51'00''$ EAST 180.00 FEET TO A POINT ON THE NORTH LINE OF WEST SILVER SPRING DRIVE; THENCE SOUTH $88^{\circ}09'00''$ WEST ALONG SAID NORTH LINE AND PARALLEL WITH SOUTH LINE OF SAID $\frac{1}{4}$ SECTION 22.00 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINING 1,057,072 SQUARE FEET, 24.27 ACRE, MORE OR LESS.

**TIMMERMAN PLAZA
GENERAL PLANNED DEVELOPMENT
STATISTICAL SHEET**

<u>STATISTICAL COMPARISONS</u>	<u>SQUARE FEET</u>	<u>ACRES</u>	<u>% OF TOTAL</u>
Gross Land Area	1,057,060.87	24.27	100%
Land Covered by Principal Buildings	191,454.31	4.40	18.1%
Land Devoted to Parking, Drives and Parking Structures	675,200.23	15.5	63.9%
Land Devoted to Landscaped Open Space	190,406.33	4.37	18.0%
Total Square Footage Devoted to Nonresidential Uses	1,057,060.87	24.27	100%

<u>SUMMARY INFORMATION</u>	<u>NUMBER</u>
Proposed Number of Buildings	3, provided the same may be divided into multiple tenant spaces
Dwelling Units Per Building	0
Bedrooms Per Dwelling Unit	N/A
Parking Spaces Provided	Between 1050 and 1100 surface spaces
Ratio Parking Space Per 1,000 Sq. Ft. of Building Area	Not less than 3.0 spaces and not more than 5.0 spaces per 1,000 square feet of building area



